

<i>SERFF Tracking Number:</i>	<i>UTAC-126001642</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Great American Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>41891</i>
<i>Company Tracking Number:</i>	<i>GALIC-12-0003</i>		
<i>TOI:</i>	<i>MS06 Medicare Supplement - Other</i>	<i>Sub-TOI:</i>	<i>MS06.000 Medicare Supplement - Other</i>
<i>Product Name:</i>	<i>Institutional Advertisement</i>		
<i>Project Name/Number:</i>	<i>Institutional Advertisement/GALIC-12-0003</i>		

Filing at a Glance

Company: Great American Life Insurance Company

Product Name: Institutional Advertisement	SERFF Tr Num: UTAC-126001642	State: ArkansasLH
TOI: MS06 Medicare Supplement - Other	SERFF Status: Closed	State Tr Num: 41891
Sub-TOI: MS06.000 Medicare Supplement - Other	Co Tr Num: GALIC-12-0003	State Status: Filed-Closed

Filing Type: Advertisement	Co Status:	Reviewer(s): Stephanie Fowler
	Authors: Jackie Cunningham, Melissa MacLaurin	Disposition Date: 01/26/2009
	Date Submitted: 01/22/2009	Disposition Status: Filed
Implementation Date Requested: On Approval		Implementation Date:

State Filing Description:

General Information

Project Name: Institutional Advertisement	Status of Filing in Domicile: Pending
Project Number: GALIC-12-0003	Date Approved in Domicile:
Requested Filing Mode:	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Group Market Size:
Overall Rate Impact:	Group Market Type:
Filing Status Changed: 01/26/2009	
State Status Changed: 01/26/2009	Deemer Date:
Corresponding Filing Tracking Number:	
Filing Description:	

Enclosed for your review is a copy of the above form. This institutional advertisement is new and does not replace any previously approved forms. Company agents will use the form to promote the public's interest in the Company and its insurance products.

To the best of my knowledge and belief, this submission complies with all statutes, rules and regulations concerning insurance in your state.

SERFF Tracking Number: UTAC-126001642 State: Arkansas
Filing Company: Great American Life Insurance Company State Tracking Number: 41891
Company Tracking Number: GALIC-12-0003
TOI: MS06 Medicare Supplement - Other Sub-TOI: MS06.000 Medicare Supplement - Other
Product Name: Institutional Advertisement
Project Name/Number: Institutional Advertisement/GALIC-12-0003

Company and Contact

Filing Contact Information

Melissa MacLaurin, Compliance Analyst mmaclaurin@gafri.com
11200 Lakeline Blvd Ste 100 (512) 807-4794 [Phone]
Austin, TX 78717

Filing Company Information

Great American Life Insurance Company CoCode: 63312 State of Domicile: Ohio
11200 Lakeline Blvd., Suite 100 Group Code: 84 Company Type: Insurance
Company
P.O. Box 559002
Austin, TX 78755-9002 Group Name: State ID Number:
(800) 880-8824 ext. [Phone] FEIN Number: 13-1935920

Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Great American Life Insurance Company	\$25.00	01/22/2009	25183044

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<i>Company Tracking Number:</i>	<i>GALIC-12-0003</i>		
<i>TOI:</i>	<i>MS06 Medicare Supplement - Other</i>	<i>Sub-TOI:</i>	<i>MS06.000 Medicare Supplement - Other</i>
<i>Product Name:</i>	<i>Institutional Advertisement</i>		
<i>Project Name/Number:</i>	<i>Institutional Advertisement/GALIC-12-0003</i>		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	01/26/2009	01/26/2009

<i>SERFF Tracking Number:</i>	<i>UTAC-126001642</i>	<i>State:</i>	<i>Arkansas</i>
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<i>Company Tracking Number:</i>	<i>GALIC-12-0003</i>		
<i>TOI:</i>	<i>MS06 Medicare Supplement - Other</i>	<i>Sub-TOI:</i>	<i>MS06.000 Medicare Supplement - Other</i>
<i>Product Name:</i>	<i>Institutional Advertisement</i>		
<i>Project Name/Number:</i>	<i>Institutional Advertisement/GALIC-12-0003</i>		

Disposition

Disposition Date: 01/26/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>UTAC-126001642</i>	<i>State:</i>	<i>Arkansas</i>
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Item Type	Item Name	Item Status	Public Access
Form	Institutional Advertisement	Filed	Yes

SERFF Tracking Number:	UTAC-126001642	State:	Arkansas
Filing Company:	Great American Life Insurance Company	State Tracking Number:	41891
Company Tracking Number:	GALIC-12-0003		
TOI:	MS06 Medicare Supplement - Other	Sub-TOI:	MS06.000 Medicare Supplement - Other
Product Name:	Institutional Advertisement		
Project Name/Number:	Institutional Advertisement/GALIC-12-0003		

Form Schedule

Lead Form Number: GALIC-12-0003

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	GALIC-12-0003	Advertising	Institutional Advertisement	Initial		0	GALIC-12-0003 (1-21-09).pdf

For Seniors

Medicare Supplement Insurance

Life Insurance

Long-Term Care Insurance

Annuities

At Great American Life Insurance Company® (GALIC) our senior products group has provided health and life insurance to the Senior Market since 1961. We know that each customer faces unique challenges and opportunities: budgets, lifestyles, goals, health and other factors that continue to change over time — so we offer a full range of financial tools, and insurance products for seniors and their families. Our service and technology, along with our great insurance products, make us a leader in the industry.

At GALIC we prepare opportunities for seniors.

This brochure is designed as a marketing aid and is not to be construed as a contract.

Neither Great American Life Insurance Company nor its agents are connected with or endorsed by Medicare or any government agency. In some states, Medicare Supplement plans are available to persons eligible for Medicare by reason of disability. Premium and benefits vary by plan selected. Plan availability varies by state.



Preparing
OPPORTUNITIES
for Seniors




GREATAMERICAN®

LIFE INSURANCE COMPANY

P.O. Box 559002 | Austin, TX 78755-9002

The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent or insurance company.

GALIC-12-0003

1/21/09

GREAT AMERICAN LIFE INSURANCE COMPANY® (GALIC)

GALIC offers seniors a complete portfolio of health, life and annuity products:

- **Medicare Supplement Insurance Policies** – a wide variety of plans to pay expenses not covered by Medicare
- **Life Insurance** to protect and ensure financial legacies
- **Long-term Care Insurance** (comprehensive and nursing home) that create options when living with assistance becomes necessary
- **Annuities** to grow and protect wealth

Together with the efforts of GALIC agents and support professionals, these products target the unique opportunities faced by Americans approaching retirement and beyond.

GALIC is committed to providing seniors superior customer service by featuring:

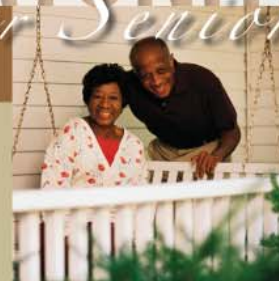
- **Fast Policy Issue** – Medicare Supplements and Senior Life insurance policies are usually issued within two working days after receiving a properly submitted application.
- **Fast Claims Service** – We are among the fastest in the industry, combining talent and technology to process most Medicare Supplement claims within 24 hours. Most claims are handled automatically, with no paperwork required of the policyholder.
- **Dedicated Policy-Owner Support** – You receive excellent support from GALIC's Policy-owner Services Department located at our Austin, Texas office.
- **Direct Home Office Access** – You can contact us during business hours at 800-880-2745.

Our Mission is to provide specialty health insurance, marketed through agents, designed to meet the diverse needs of everyday Americans.

We are committed to developing and delivering innovative products and quality services to our customers.



Preparing
OPPORTUNITIES
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Rate Information

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